

Note that the most frequent are lexical units that have semantics associated with positive emotions, social status, financial activity. Typical examples of the use of this adaptation technique for translating world brands into Chinese is, for example, the name of the brand of processors "Pentium". It is presented under the name “奔腾” [Bēnténg], in which the first character means “run, rush,” and the second means “rise, soar.”

For the Chinese, the meaning embedded in such a brand is very important, it can raise the social status of a person, to inspire him that he uses a brand that really carries the meaning and charge that was invested in its translation.

**Conclusion.** Currently, there is a transition from the traditionally used methods of tracing to transliteration and adaptation of world brand names by means of the Chinese language, which is associated with the actualization of the pragmatic function of the language for brand names. For translation, a positively marked vocabulary is used that is similar in sound to the original language, thus there is a semantic-phonetic adaptation of non-equivalent vocabulary in the Chinese language. There is a gradual formation of a Chinese brand culture that meets the requirements of the Chinese language system and provides nominative, communicative and nominative needs.

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## REALIZATION OF SPEECH STRATEGIES IN DIGITAL MEDIA

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Keywords: speech strategy, digital media, media text, communication, communication goal.

In the modern world, i.e. in a post-industrial society, great attention is paid to media development, in particular news sources. Newspapers (both digital and printed) are one of the key pillars of the media. They have a large share of influ-

ence on the modern appearance of the media space and the general mood of our society. That is why they are called the ‘fourth estate’.

Strategies and tactics of speech interaction are subsidiary elements of forming the position of news publications, depending on the communication goal. They allow the correspondents of the publication to achieve the objective set by the editor-in-chief.

Thus, the topicality of the research paper stems from the fact that the study of the strategies used in the media text helps to understand how the authors develop a structure for influencing the recipient of a message and to evaluate the mechanisms of the text in general.

**Material and methods.** The material for the study comprises publications of digital articles, related to various topics hosted in “The New York Times” (2021). Critical study of scientific literature, descriptive, analytical and logical-interpretative analyses have been used as the core research methods.

**Findings and their discussion.** It has been established that a strategy and tactics are the basis on which conscious planning is built to achieve the set goal in the communication process. The concept of ‘strategy’ is based on a manual founded on reliable predictions about the goal. Therefore, any communication is strategic, and its presence presupposes the implementation of a more significant communicative goal.

Furthermore, the strategic approach is focused not only on the sequential analysis of individual levels of the language, but the complexity of the description.

The analysis highlighted that there is no single system for classifying strategies in modern linguistics. However, one of the most recognized can be considered the classification introduced by O.S. Issers [1]. The author identifies the core and subsidiary types of speech strategies. The main strategies are associated with a direct impact on the addressee, while the subsidiary ones take into account all the components of the situation in which communication takes place. Thus, the main ones include semantic (cognitive) strategies, and the subsidiary type includes pragmatic, dialogue and rhetorical ones.

In accordance with the available general strategies, more specific strategies can be subsequently identified. They are suitable for consideration in the framework of communicatory digital articles. Taking into account typical newspaper topics, the following strategies can be distinguished:

4. The exposure strategy. In articles of this type, the author aims at exposing the object of research in the text with the help of a negative presentation with previous positive reviews of the object. The example of such an article is “How Police Justify Killing Drivers: The Vehicle Was a Weapon”. In the article, step by step, the actions of police officers not according to the granted charter, previously falling under the purview on self-defense when arresting a criminal, have been exposed. In the course of a journalistic investigation, the subtleties of the operation of the law on the use of weapons have been clarified, which contradicts the actions of the police officers involved in the described cases (“Per-

sonnel shall adhere to the following restrictions when their weapon is exhibited... Officers should not fire their weapons from or at a moving vehicle unless circumstances require otherwise.”).

5. The rehabilitation strategy. This strategy is implemented by creating a positive image of the object in the media text. A representative article is as follows: “He won the Nobel Prize. Why are his books so hard to find?” This article “advertises” a new Pulitzer Prize Abdulrazak Gurnah. Since the initial Pulitzer Prize may be awarded unexpectedly, publishers face the problem of a shortage of the author’s book “Afterlives” due to its relatively small circulation and lack of access to the online platform e-book. The article stirs up the addressee’s interest in the author’s activities, thus raises the virility of the addresser and his works, while a great excitement is created against the background of a lack of information.

6. The unmasking strategy draws the reader’s attention to certain important shortcomings of the object of study in the article. The example is an article on the deterioration of living conditions in America, in which the author lists in stages the economic decisions of the government that have led to this problem and the general negative aspects of the phenomenon (“With Cases Piling Up, an Eviction Crisis Unfolds Step by Step”).

7. The idealization strategy focuses exclusively on the merits of the article object, thereby completely avoiding negative assessments. An example of such an article would be “Dune Review”: A Hero in the Making on Shifting Sands”. The review article is practically laudatory. The author avoids including in the article controversial theses discussed around the motion picture. Such a strategy can be especially beneficial for advertising a particular product and can be used to promote the product in the media space indirectly.

8. The presentation strategy is the most objective, as it comprises the analysis of advantages and disadvantages of the article object. This strategy presupposes a versatile assessment, which makes it one of the most eye-catching for the reader, since it allows the addressee to judge the object himself (i.e. “How Often Do Covid Vaccines Cause Heart Problems in Kids?”).

**Conclusion.** Thus, we can conclude that, it is possible to identify the applicable strategies in a digital media text with the help of which the desired result is achieved. The analysis found that the effectiveness of each strategy is directly determined by the purpose of writing the text and the tasks assigned to the authors. Each publicist works within the framework of his own opinion, the intentions of the editor-in-chief, and the publishing house’s policy. For example, at ‘The New York Times’ strategies may differ depending on the heading of the article. In particular, the rehabilitation strategies and unmasking strategies are more common in the sections on politics, economics, and regional news; the presentation strategy is widely presented in the section on science and sports; the strategy of exposure and idealization is used more often in the sections on business, technology and art.

Finally, the information mentioned above, allows us to deduce that, competent choice of a strategy with certain topics has a greater impact on the addressee of the text, which in turn makes it possible to take a closer look at the mechanisms of text organization.

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## COMPOUNDING AS A WAY OF WORD FORMATION IN MARKETING TERMINOLOGY

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**Keywords:** marketing, compound word, terminology, word formation, dictionary.

Recently, the use of terms that denote fundamental and applied concepts of marketing activity has increased. Terminology is the science of studying terms and also an important part of language, which plays a big role in the development of lexicology. The terms differ from other categories of words in their high informative value and absence of expressiveness. The relevance of the topic of the presented article is determined by frequency of usage and rapid growth of marketing terms.

The purpose of the study is to consider types of compound words in marketing terminology.

**Material and methods.** The materials of our research are “The International Dictionary of Marketing” by Daniel Yadin [1] and “Lexicology of Modern English” by I.V. Arnold [2]. To gain the mentioned purpose we have used the following methods: descriptive method, synthesis, analysis, interpretation method.

**Findings and their discussion.** One of the ways of word formation is compounding – the process of combining two and more words to create a new lexical unit. Most of the time, these words are written together or with the use of hyphen and it is really rare when they are separated. Most researchers consider compounding to be one of the main directions in the development of the vocabulary of the English language.

Depending on the word structure, I.V. Arnold divides compound words into five groups: 1) compound words formed by simple combination of words stems; 2) morphological compound words in which stems are connected by a connecting vowel or consonant; 3) compound words in which the stems are connected by the preposition or other functional word; 4) contracted compound words; 5) derived compound words.